Automotive World News

Production overseas

WEST GERMANY
Cars

	12 mos., 1984	12 mos., 1983
BMW	412,447	407,507
Daimler-Benz	469,385	483,359
Ford	539,779	547,950
Opel	776,486	934,490
Porsche	44,017	48,288
VW-Audi Group	1,511,605	1,456,047
Audi	344,733	358,213
Volkswagen	1,166,872	1,097,834
Total	3,753,719	3,877,641

Vans, Trucks, Buses

Auwarter	800	847
Daimler-Benz	131,606	144,564
Faun	384	514
Iveco-Magirus	9,034	10,386
Kassbohrer	1,635	1,978
MAN	15,334	15,848
Opel	18,986	20,502
Volkswagen	77,319	82,159
Total	255,298	276,798
Total vehicles	4,009,017	4,154,439

FRANCE
Cars

	12 mos., 1984	12 mos., 1983
Peugeot SA	1,284,151	1,321,418
Citroen	473,846	542,481
Peugeot	736,648	605,566
Talbot	73,657	173,371
Renault	1,429,138	1,639,405
Total	2,713,289	2,960,823

Vans, Trucks, Buses

CBM	29	89
Peugeot SA	129,489	128,304
Citroen	37,127	27,956
Peugeot	80,818	81,927
Talbot	11,544	18,421
Renault	215,605	240,456
Sovam	90	79
Unic	3,650	6,111
Total	348,863	375,039
Total vehicles	3,062,152	3,335,862

BRAZIL
Cars

	12 mos., 1984	12 mos., 1983
Farus	41	66
Fiat Auto	101,221	115,982
Ford	141,902	134,805
General Motors	172,732	187,662
Gurgel	33	37
Puma	102	206
Sta Matilde	53	34
Toyota	152	202
Volkswagen	289,991	333,139
Total	706,237	72,133

Vans, Trucks, Buses

Agrale	558	298
Fiat Auto	37,098	29,545
Fiat Diesel	419	456
Ford	37,741	31,296
Genral Motors	24,630	19,882
Gurgel	854	1,143
Mercedes-Benz	29,311	22,255
Puma	17	38
Scania	3,373	2,289
Toyota	3,138	2,298
Volkswagen	19,366	12,298
Volvo	1,984	1,843
Total	158,529	123,618
Total vehicles	864,766	895,751

SPAIN
Cars

	11 mos., 1984	11 mos., 1983
Ford	243,978	206,240
General Motors	238,168	222,361
Peugeot SA	170,839	150,116
Citroen	92,056	100,724
Talbot	78,783	49,392
Renault	201,014	262,588
Seat	232,709	214,032
Total	1,086,708	1,055,337

Vans, Trucks, Buses

Enasa	9,793	12,677
Ford	6,674	5,182
Land Rover	11,002	16,686
Mercedes-Benz	7,743	8,169
Motor Iberica	17,213	18,721
Peugeot SA	17,917	19,169
Citroen	17,917	18,918
Talbot	0	251
Renault	26,502	30,487
Seat	21,411	24,976
Setra	185	0
Total	118,440	136,067
Total vehicles	1,205,148	1,191,404

JAPAN
Cars

	11 mos., 1984	11 mos., 1983
Daihatsu	152,953	171,568
Fuji	222,486	211,958
Honda	775,441	774,146
Isuzu	78,294	109,391
Mazda	710,013	796,155
Mitsubishi	499,782	473,772
Nissan	1,702,117	1,704,664
Suzuki	146,822	121,707
Toyota	2,221,974	2,192,914
Total	6,509,882	6,556,275

Vans, Trucks, Buses

Daihatsu	372,896	317,389
Fuji	280,485	281,315
Hino	56,272	47,478
Honda	135,615	163,546
Isuzu	315,159	255,720
Mazda	342,441	283,299
Mitsubishi	505,784	419,651
Nissan	583,652	577,335
Nissan Diesel	34,707	29,640
Suzuki	480,856	454,721
Toyota	934,432	818,758
Others	551	642
Total	4,042,850	3,649,494
Total vehicles	10,552,730	10,205,769

Registrations overseas

WEST GERMANY
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	12,378	12,062
Austin Rover	7,428	4,832
Bertone	758	839
BMW	159,374	155,683
Daihatsu	6,542	6,290
Ferrari	294	n/a
Fiat Auto	109,727	101,517
Ford	293,745	287,999
GM-Opel	389,683	448,637
Honda	37,613	30,766
Isuzu	3,029	1,488
Jaguar	1,938	940
Lada	8,620	8,281
Mazda	63,474	58,567
Mercedes-Benz	233,649	246,160
Mitsubishi	44,017	37,516
Nissan	58,018	46,038
Peugeot SA	95,847	92,011
Citroen	37,744	41,749
Peugeot/Talbot	58,103	50,262
Pininfarina	734	614
Porsche	11,133	12,176
Renault	85,169	89,652
Saab	3,659	3,718
Seat	5,064	981
Skoda	1,923	1,578
Subaru	7,632	5,604
Suzuki	14,701	14,120
Toyota	53,132	56,000
VW-Audi Group	667,987	686,052
Audi	143,924	169,204
Volkswagen	524,063	516,848
Volvo	15,335	15,261
Others	1,336	1,392
Total	2,393,939	2,426,774

SPAIN
Cars

	12 mos., 1984	12 mos., 1983
Ford	73,578	69,979
GM-Opel	42,992	49,873
Peugeot SA	102,328	95,599
Citroen	37,844	35,474
Peugeot/Talbot	64,484	60,125
Renault	146,152	169,675
Seat	82,040	118,052
VW-Audi Group	27,763	5,544
Others	19,037	19,601
Total	493,890	528,323

HOLLAND
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	4,446	4,467
American Motors	8	28
Austin Rover	6,530	7,978
BMW	12,903	14,841
Chrysler	17	42
Daihatsu	4,147	4,831
Fiat Auto	33,681	30,076
Ford	56,221	49,719
FSO	158	108
GM-Opel	71,677	74,917
Honda	12,727	10,819
Hyundai	2,448	3,277
Lada	7,246	9,254
Mazda	16,848	19,965
Mercedes-Benz	9,270	8,914
Mitsubishi	13,552	14,084
Nissan	21,908	23,397
Peugeot SA	48,460	48,642
Citroen	22,139	23,345
Peugeot/Talbot	26,321	25,297
Porsche	166	213
Renault	26,070	29,213
Saab	3,073	3,679
Seat	6,831	1,143
Skoda	3,747	3,002
Subaru	2,836	3,601
Suzuki	10,847	11,360
Toyota	18,617	19,847
VW-Audi Group	42,507	22,114
Volvo	23,507	22,114
Zastava	1,074	1,726
Total	461,391	459,379

BELGIUM
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	3,627	4,291
Austin Rover	6,426	5,136
BMW	9,057	10,026
Daihatsu	1,853	1,899
Fiat Auto	22,105	21,019
Ford	33,942	26,414
GM-Opel	41,274	37,774
Honda	8,917	8,999
Hyundai	793	919
Lada	13,922	15,133
Mazda	10,157	11,559
Mercedes-Benz	8,678	8,456
Mitsubishi	9,649	9,993
Nissan	14,206	17,433
Peugeot SA	48,228	45,886
Citroen	21,813	22,648
Peugeot/Talbot	26,415	23,238
Porsche	514	516
Renault	29,232	27,720
Saab	1 398	1,165
Seat	2,664	826
Skoda	3,250	2,881
Subaru	2,186	2,309
Suzuki	3,196	3,150
Toyota	20,714	22,342
VW-Audi Group	46,845	44,368
Audi	13,708	12,217
Volkswagen	33,137	32,151
Volvo	7,542	6,961
Wartburg	982	994
Zastava	439	326
Others	431	438
Total	352,227	338,933

AUSTRIA
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	2,673	2,880
Austin Rover	245	462
BMW	7,871	8,522
Daihatsu	785	1,190
Fiat Auto	15,017	14,736
Ford	22,476	22,259
GM-Opel	26,937	33,961
Honda	3,993	4,149
Lada	1,582	1,639
Mazda	20,772	27,228
Mercedes-Benz	7,242	8,289
Mitsubishi	5,691	5,516
Nissan	10,779	16,768
Peugeot SA	14,324	15,743
Citroen	6,148	6,933
Peugeot/Talbot	8,176	8,810
Porsche	450	538
Renault	10,036	12,259
Saab	423	516
Seat	423	516
Skoda	1,134	867
Subaru	2,963	3,655
Suzuki	3,222	3,062
Toyota	9,997	13,047
VW-Audi Group	42,533	54,504
Audi	7,698	10,976
Volkswagen	34,835	43,528
Volvo	3,379	3,877
Others	374	725
Total	215,646	256,676

DENMARK
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	252	323
Austin Rover	365	87
BMW	2,508	2,364
Dacia	882	391
Daihatsu	1,898	2,858
Fiat Auto	7,305	6,215
Ford	22,634	17,172
FSO	1,402	746
GM-Opel	19,028	15,956
Honda	1,429	1,126
Jaguar	30	31
Lada	4,091	4,900
Mazda	12,258	12,616
Mercedes-Benz	932	892
Mitsubishi	1,910	999
Nissan	7,022	7,220
Peugeot SA	9,241	8,237
Citroen	5,759	4,752
Peugeot/Talbot	3,482	3,485
Renault	629	667
Saab	1,790	2,159
Skoda	6,736	7,977
Subaru	158	247
Suzuki	153	13
Toyota	14,937	11,034
Trabant	14,937	11,034
VW-Audi Group	9,371	6,086
Audi	638	756
Volkswagen	8,733	5,330
Volvo	5,524	4,394
Wartburg	899	1,092
Zastava	855	24
Total	134,345	116,238

NORWAY
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	32	70
BMW	2,202	2,083
Daihatsu	803	1,047
Fiat Auto	5,313	2,733
Ford	15,797	16,216
GM-Opel	13,324	14,567
Honda	2,613	3,277
Lada	2,601	3,208
Mazda	13,166	14,043
Mercedes-Benz	1,854	1,714
Nissan	5,551	7,552
Peugeot SA	6,568	5,614
Citroen	2,125	2,070
Peugeot/Talbot	4,443	3,544
Renault	505	483
Saab	2,528	2,178
Skoda	522	494
Subaru	1,197	1,225
Toyota	9,610	8,419
VW-Audi Group	11,028	12,206
Audi	2,111	2,261
Volkswagen	8,917	9,945
Volvo	8,435	8,344
Others	506	334
Total	107,237	109,672

FRANCE
Cars

	11 mos., 1984	11 mos., 1983
Alfa Romeo	18,827	25,325
Aro	864	710
Austin Rover	27,151	26,786
BMW	28,032	30,016
Ferrari	90	123
Fiat Auto	90,241	93,664
Ford	127,526	128,694
FSO	1,951	1,849
GM-Opel	68,822	79,692
Honda	6,888	7,264
Innocenti	1,187	1,908
Jaguar	161	190
Lada	22,476	23,215
Maserati	89	5
Mazda	12,232	11,893
Mercedes-Benz	17,259	17,136
Mitsubishi	3,252	3,534
Nissan	13,409	14,823
Peugeot SA	534,286	595,757
Citroen	207,600	238,004
Peugeot	288,554	274,025
Talbot	38,132	83,728
Porsche	1,272	1,496
Renault	504,804	637,961
Saab	1,105	717
Seat	15,491	1,607
Skoda	3,599	4,949
Toyota	10,895	11,217
VW-Audi Group	88,762	105,659
Audi	22,175	22,259
Volkswagen	66,587	83,400
Volvo	14,338	12,423
Zastava	1,379	1,672
Others	69	61
Total	1,615,008	1,830,137

JAPAN
Cars

	11 mos., 1984	11 mos., 1983
Dihatsu	99,044	102,787
Fuji	78,577	71,058
Honda	219,368	217,486
Isuzu	38,864	54,258
Mazda	198,931	226,311
Mitsubishi	179,481	168,238
Nissan	742,870	769,595
Suzuki	69,892	83,515
Toyota	1,171,404	1,136,821
Imports (all)	37,306	31,964
Total	2,835,737	2,862,033

factories list auction dates

Chrysler Corp.

March 26—Northway Exchange, Clifton Park, N.Y.; Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Nu-CarPrep System, Sante Fe Springs, Calif.

March 27—Columbus Auto Fair, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn., and South Seattle Auto Auction, Kent, Wash.

March 28—Atlanta Auto Auction, Red Oak, Ga.; Arena Auto Auction, Chicago, and 166 Auto Auction, Springfield, Mo.

American Motors

March 26—Aptco Auto Auction, Taylor, Mich.

March 27—Kansas City Auto Auction, Kansas City, and Southern Auto Auction, Warehouse Point, Conn.

March 28—Corry Auto Auction, Corry, Pa.; Northway Exchange, Clifton Park, N.Y.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

General Motors

March 27—Brasher's Salt Lake Auto Auction, Salt Lake City.

March 28—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Ford Motor Co.

March 27—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

March 28—St. Louis Auto Auction, Bridgeton, Mo.

April 2—Harrisonburg Auto Auction, Harrisonburg, Va., and South Seattle Auto Auction, Kent, Wash.

April 3—Golden Gate Auto Auction, Fremont, Calif.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Northstar Auto Auction, Shakopee, Minn.

April 4—Nashville Auto Auction, Nashville.

April 10—Columbus Fair Auto Auction, Obetz, O., and Concord Auto Auction, Acton, Mass.

Used Car Sales
Auction Averages

March to date	$4,937
Month ago	$4,992
Year ago	$5,040

Model Breakdown
Auction Averages

	MAR 1985	FEB 1985	JAN 1985
1985	$12,412	$14,691	$11,375
1984	$8,972	$8,850	$8,726
1983	$5,830	$6,171	$5,978
1982	$5,197	$5,185	$5,343
1981	$4,327	$4,049	$4,350
1980	$3,441	$3,301	$3,600
1979	$2,716	$2,742	$2,771
1978	$1,983	$1,907	$2,117
Overall Average	$4,937	$4,782	$4,992

Firm seeks NHTSA break to build MG TD replicar

By Jake Kelderman
Washington Reporter

WASHINGTON.—Tiny British Coach Work, Ltd., of Arnold, Pa., has asked NHTSA to give it a break.

The company, a division of Perfect Plastics Industries, wants to build plastic replicas of the historic 1952 MG TD sports car utilizing the engine and running gear of the Chevrolet Chevette.

However, due to the limitations of plastic and the company's desire to be as true to the the original vehicle as possible, the firm believes it cannot meet several of the current safety standards.

They are the standards for: Reflection surfaces (Standard 107); lamps, reflective devices and associated equipment (Standard 108); occupant protection in interior impact (Standard 201); head restraints (Standard 202); door locks and door retention components (Standard 206); occupant crash protection (Standard 208), and the side door strength requirements (Standard 214).

British Coach Works, Ltd., said it will build only 30 of the MG TD "replicars" this year (the company designates it as the BCW 52 T-Series Replicar) and that it could produce no more than an additional 30 even if the market demands it.

The firm employs 30 people and had retained earnings of $205,000 at the end of 1983.

It said that granting the exemption would be in the public interest because it is located in a depressed part of the country. It also saids that the cars would likely be used "only occasionally."

NHTSA said that anyone with comments on the petition should make them on or before April 15.

New Ford dealers

DENVER.—Dan L. Stanley and Thomas H. George have purchased Bill Eger Ford.

used-car auction directory

Display Rates: $75.50 per column inch (minimum space 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type—1 time, $23.75; 13 times, $22.00; 26 times, $20.00; 52 times, $16.75. For Frequency Display Rates contact Want Ad Dept., Automotive News, 1400 Woodbridge, Detroit 48207. Phone (313) 446-6065. Closing: 12 days in advance.

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Postoffice turns down diesels

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The U.S. Postal Service chose not to buy diesel-engined postal vehicles because it felt there were no domestic makers of small diesel engines with proven automotive applications and because it also felt diesels had certain operational limitations.

That is the finding of the General Accounting Office, which was asked by two Democratic congressmen, Rep. Gerry Sikorski, of Minnesota, and Rep. Robert Garcia, of New York, to review the Postal Service's decision to buy 99,150 long-life delivery vehicles equipped with small gasoline engines.

Long-life is defined as a life expectancy of 24 years with a 12-year life expectancy for the powertrain.

The Postoffice contract for the long-life vehicles is expected to be awarded in July. Total price estimate is about $1.1 billion.

GAO—Congress' watchdog agency—said it had no reason to question the Postoffice's November, 1983, decision to buy gasoline-powered long-life vehicles since, so far, there is no domestic maker with proven small diesel automotive application and consequently no way to make a gasoline-diesel comparison.

Even though there are foreign diesel engines that can meet the specifications, the postmaster general has said that, as a policy matter, the engines must be bought from domestic makers.

The Postal Service is testing small domestic diesel engines in 100 light-delivery vehicles because of a prior commitment by the postmaster general to help domestic makers develop small diesels.

The two domestic makers currently involved in this research project are Onan Corp. and Teledyne-Continental, which have had a number of vehicles in various regions of the country.

Because of this program and because of the substantial potential cost savings, GAO suggested to the Postal Service that it might reconsider its decision to source vehicles with small gasoline engines—particularly in view of the size of the order and the ample time before sourcing.

But the Postal Service disagreed and last June proceeded to solicit technical proposals for the gasoline-powered long-life vehicles.

Arguments given by the Postoffice were:

1. The current tests are not controlled and will not give comparative cost data.

2. It would be unfair to potential bidders to ask for technical proposals and then decide to reduce the size of the contract if the test results from diesel-powered cars warranted it.

3. Retaining the diesel option would discourage some qualified sellers from competing and possibly result in a failed or at least more costly procurement.

4. No basis exists to show a mix of diesel and gasoline engines is desireable, much less to indicate what the appropriate mix should be.

While GAO agreed that the current tests of diesel long-life vehicles will not answer all questions, it insisted that getting data on fuel consumption and maintenance for a one-year period for 100 vehicles at six locations would be enough to determine if the gasoline-engine-only decision should be reconsidered.

Sourcing some diesel-powered vehicles, GAO said, would give the Postal Service enough flexibility to enable it to review the diesel engine test data and, if warranted, study fully using diesel engines in light delivery vehicles.

Without such a test of diesel-powered vehicles, concluded GAO, it is not possible to know whether they would be less costly than gasoline-powered ones.

But the postmaster general's response to GAO's draft report seems to preclude any possibility for including diesel engines in its current procurement of 99,150 long-life vehicles.

Audi sales top 71,000 in '84; set record

TROY, Mich.—Volkswagen of America's Audi Division sold more than 71,000 cars in 1984, almost 40 percent more than its previous record set in 1981.

Last year's sales increased 48.5 percent over 1983, despite interrupted production due to the German metalworkers' strike.

Audi expects to sell about 80,000 vehicles in 1985, with sales propelled by the Audi 4000-S, the Coupe GT and the 4000-S Quattro.

Audi dealers in the U.S. retailed 71,206 vehicles in 1984 for a 48.5-percent increase over the 1983 total.

The 1984 sales performance exceeded Audi's previous record of 50,817 units in 1981. Audi dealers had broken that record in 1984 after nine months.

Mission to Tokyo will study Japan's auto production

LOS ANGELES —Why can Japan auto makers produce a car for about $1,500 less than their American counterpart?

For the answer to that question and other insights into the quality production of Japanese auto makers, a second International Industrial Study Mission to Tokyo has been announced by the Technology Transfer Institute. It begins March 30.

Team director will be Kiyoski Suzaki, manager in charge of just-in-time production and total quality control for Theodore Barry and Associates.

Plants in Tokyo, Nagoya and Osaka will be visited. They will include Aishin Seiki Co., Ltd., maker of brakes and transmissions for Toyota; Kawasaki Heavy Industries, Ltd., pioneer in industrial robots via Unimation, Inc.; Kanto Auto Works, Ltd., a Toyota affiliate, and Bridgestone Tire Co., Ltd.

Acceleration is probed on 2.8 million Nissans

WASHINGTON.—NHTSA has opened an investigation into alleged sudden acceleration in 1976-84 Nissan 280-Z, 280-ZX and 300-ZX cars. This is being piggybacked on another similar investigation of 1974-83 Datsuns. The two investigations involve some 2.8 million cars.

The Center for Auto Safety said it has been receiving consumer complaints and has been informing NHTSA of the problem for a long time. The problem is said to occur in cars with manual and with automatic transmissions.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
NOVEMBER, 1984 VERSUS NOVEMBER, 1983

	1984 Month	1984 Year	1983 Month	1983 Year
AMC Alliance FWD	7,541	93,312	7,733	115,405
Encore	5,329	64,654	3,818	9,130
Spirit	0	0	108	4,881
Concord	0	0	68	9,098
Concord SW	0	0	56	4,202
Eagle 4WD	287	3,527	580	8,920
Eagle 4WD SW	1,451	14,791	1,597	18,122
TOTAL AMC	14,608	176,284	13,960	169,758
Chrysler Laser FWD	3,925	48,201	2,983	5,207
LeBaron GTS FWD	362	390	0	0
LeBaron FWD	6,965	80,255	5,256	61,670
LeBaron SW FWD	890	9,453	922	10,452
E Class-NY FWD	6,137	73,490	7,632	73,572
Cordoba	0	0	173	10,286
NY Fifth Ave-Newpt	9,396	82,881	3,801	66,320
Imperial	0	0	20	1,248
Total	27,675	294,670	20,787	228,755
Plymouth Horizon FWD	6,851	70,976	4,591	49,864
Turismo FWD	3,837	43,357	2,445	31,874
Reliant FWD	7,843	91,567	6,391	99,766
Reliant SW FWD	2,585	34,152	3,177	40,718
Caravelle FWD	2,490	4,790	0	0
Gran Fury	1,165	14,230	234	11,711
Total	24,771	259,072	16,838	233,933
Dodge Omni FWD	6,031	61,762	4,258	44,304
Charger FWD	3,926	47,552	3,477	40,678
Daytona FWD	3,590	40,139	2,184	3,998
Aries FWD	7,427	72,850	5,105	73,916
Aries SW FWD	2,395	28,594	3,185	32,829
Lancer FWD	339	358	0	0
600 Coupe FWD	2,068	22,312	1,652	27,148
Diplomat	2,554	23,987	613	20,303
Mirada	0	0	155	4,299
600 FWD	3,184	33,385	2,981	29,722
Total	31,514	330,939	23,610	277,197
TOTAL CHRYSLER CORP.	83,960	884,701	61,235	739,885
Ford Escort FWD	24,543	244,356	18,022	219,869
Escort SW FWD	6,844	74,965	5,632	73,537
EXP FWD	3,168	27,054	645	19,368
Fairmont	0	0	316	46,537
Tempo FWD	21,706	231,249	20,081	99,428
LTD	12,977	133,798	10,897	104,911
LTD SW	3,544	46,696	4,225	42,269
LTD Crn. Victoria	10,377	127,198	6,255	86,490
LTD Crn. Victoria SW	2,190	26,838	1,612	18,627
Mustang	12,318	122,666	10,192	103,519
Thunderbird	13,059	139,893	13,063	108,546
Total	110,726	1,174,713	90,940	923,101
Lincoln Town Car	8,799	77,184	4,551	52,519
Mark VII	1,489	26,634	1,518	23,412
Continental	2,051	27,323	778	11,969
Total	12,339	131,141	6,847	87,900
Mercury Lynx FWD	4,935	48,144	4,201	57,028
Lynx SW FWD	1,220	12,791	1,116	15,814
LN7 FWD	0	0	124	4,842
Capri	1,378	16,059	2,035	20,896
Zephyr	0	0	67	13,288
Topaz FWD	6,435	67,600	5,269	28,875
Marquis	6,760	80,698	4,381	44,148
Marquis SW	1,078	12,552	1,400	12,061
Grand Marquis	10,132	116,696	5,412	74,005
Grand Marquis SW	1,192	14,309	850	11,051
Cougar	10,868	109,182	7,929	70,881
Total	43,998	478,031	32,493	355,258
Lincoln-Mercury Division Total	56,337	609,172	39,340	443,158
TOTAL FORD MOTOR CO.	167,063	1,783,885	130,280	1,366,259
Buick Skylark FWD	8,268	94,254	6,876	90,825
Skyhawk FWD	7,400	102,428	4,469	55,905
Skyhawk SW FWD	752	9,968	559	9,337

	1984 Month	1984 Year	1983 Month	1983 Year
Somerset Regal FWD	4,237	6,189	0	0
Century FWD	15,978	164,941	13,809	129,371
Century SW FWD	2,416	25,899	94	114
Regal	11,858	172,583	15,872	195,968
Regal SW	0	0	244	11,819
LeSabre	12,477	133,324	9,835	114,643
Electra	224	34,496	6,419	69,119
Electra FWD	5,553	39,578	0	150
Buick SW	1,464	13,691	1,305	16,613
Riviera FWD	5,080	47,322	4,820	44,486
Total	75,707	844,673	64,302	738,350
Cadillac DeVille	1,570	81,144	9,789	113,722
DeVille FWD	7,961	39,582	4	103
Cimarron	1,395	16,765	1,390	17,384
Fleetwood & Chassis	3,616	35,334	3,939	38,077
Fleetwood FWD	2,777	15,761	0	33
Eldorado FWD	6,455	62,557	6,037	61,814
Seville FWD	3,219	31,852	3,059	28,342
Total	26,993	282,995	24,218	259,475
Chevrolet Chevette	10,102	154,628	12,856	158,334
Camaro	14,431	183,547	14,666	158,384
Cavalier FWD	21,712	262,380	17,029	159,709
Cavalier SW FWD	6,267	80,066	6,260	61,774
Citation FWD	6,135	84,894	4,913	84,830
Malibu	0	0	1,154	43,182
Malibu SW	0	0	637	41,098
Celebrity FWD	19,442	208,001	17,062	147,598
Celebrity SW FWD	6,722	83,854	230	233
Monte Carlo	6,851	109,126	9,362	89,808
Impala	2,950	46,525	3,217	41,545
Caprice	11,470	135,397	10,726	112,793
Chevrolet SW	4,584	54,576	4,710	51,509
Corvette	3,211	26,960	2,189	23,284
Total	113,877	1,429,954	105,011	1,174,081
Oldsmobile Omega FWD	593	34,049	2,611	45,504
Firenza FWD	3,726	43,691	2,275	28,516
Firenza SW FWD	984	12,619	867	11,331
Calais FWD	4,366	6,299	0	0
Cutlass Ciera FWD	13,251	182,405	17,159	163,221
Cutlass Ciera SW FWD	2,449	37,631	433	439
Cutlass Supreme-Calais	18,825	282,858	25,748	270,165
Cutlass SW	0	0	262	17,319
Delta 88	16,777	211,697	13,829	175,814
98	157	36,901	9,728	102,391
98 FWD	7,990	51,717	0	23
Oldsmobile SW	815	24,895	2,069	23,050
Toronado FWD	3,584	37,695	3,491	34,386
Total	73,517	962,457	78,472	872,159
Pontiac 1000	2,012	24,962	2,237	31,029
Firebird	7,002	91,946	7,398	81,322
Sunbird FWD	8,111	104,729	5,703	65,082
Sunbird SW FWD	735	10,817	848	11,134
Grand Am FWD	5,057	7,704	0	0
Phoenix FWD	598	12,619	1,346	22,945
Bonneville	3,754	60,400	6,136	61,700
Bonneville SW	0	0	377	12,555
6000 FWD	7,799	93,765	8,373	79,010
6000 SW FWD	896	16,862	82	83
Grand Prix	4,337	66,589	6,271	79,542
Parisienne	4,572	39,531	2,810	15,862
Pontiac SW	1,370	14,748	978	4,372
Fiero	5,946	87,534	5,477	10,553
Total	52,189	632,206	48,036	475,189
TOTAL GM CORP.	342,283	4,152,285	320,039	3,519,254
Miscellaneous Domestic	19	254	32	594
Domestic Station Wagon Total	52,843	660,767	43,436	554,831
Domestic Grand Total	607,933	6,997,389	525,546	5,795,750
Import Total	208,481	2,298,121	175,902	2,218,776
Grand Total All Registrations	816,414	9,295,510	701,448	8,014,526

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma 1984 registrations compiled from manufacturers' sales records. Oklahoma 1983 figures not available.

Honda leads with record 610

Sales per outlet up; Japanese top the list

Continued from Page 1

earlier it had been second behind Renault Alliance.

Cavalier earned the top average among compacts, moving up from the number two spot. Cutlass Supreme held on to first place in the intermediate category, and Olds 88 stayed on top among the standards. Cadillac was firmly entrenched in the luxury segment, its average more than twice that of second-place Lincoln (121 vs. 58).

All five major U.S. auto makers increased their sales per outlet in 1984. General Motors climbed to 458 from 402 in 1983; Ford Motor Co. rose to 358 from 289, and Chrysler Corp. jumped to 250 from 226.

American Motors, which includes the AMC Eagle plus domestic and imported Renaults, averaged 135, a modest increase from 125 in 1983 which had been a leap from 96 in 1982. Volkswagen, including domestic Rabbits and Golfs plus the VW import nameplates, was up to 197 from 177 a year earlier.

Honda sales per outlet include cars built in Ohio and those imported from Japan. The average was 610 last year, up a substantial 23.5 percent from 494 in 1983. Since the bulk of its cars come from Japan, Honda is counted as an import in the Automotive News dealer census and sales-per-outlet figures.

U. S. NAMEPLATES SALES PER OUTLET

1984 Position	Make	1983 Position
SUBCOMPACT		
1— 82	Rabbit/Golf	93— 2
2— 75	Escort	71— 3
3— 74	Alliance	95— 1
4— 51	Encore	15— 8
5— 43	Omni/Charger	37— 4
5— 43	Horizon/Turismo	34— 5
7— 32	Fiero	8—10
7— 32	Chevette	34— 5
9— 25	Lynx	30— 7
10— 18	Laser	4—12
11— 16	Daytona	3—13
12— 10	1000	11— 9
13— 7	EXP	5—11
— —	Sprint	3—13
— —	LN7	1—15
COMPACT		
1— 73	Cavalier	50— 2
2— 50	Tempo	30— 6
3— 48	Reliant	59— 1
4— 42	Sunbird	30— 5
5— 41	Skyhawk	25— 9
6— 39	Aries	46— 3
6— 39	Camaro	34— 4
8— 34	Firebird	30— 6
8— 34	LeBaron	29— 8
10— 30	Mustang	25— 9
11— 27	Topaz	16—11
12— 20	Firenza	14—12
13— 11	Cimarron	13—13
14— 7	Dodge 400/600	11—14
14— 7	Capri	9—15
— —	Fairmont	8—16
— —	Zephyr	4—17
INTERMEDIATE		
1— 95	Cutlass Supreme	105— 1
2— 76	Ciera	61— 3
3— 74	Century	51— 4
4— 63	Celebrity	35— 6
5— 62	Regal	80— 2
6— 44	Cougar	33— 8
7— 42	6000	31— 9
7— 42	LTD	36— 5
9— 38	Marquis	25—13
10— 35	Skylark	35— 6
11— 33	Thunderbird	30—10
12— 24	Grand Prix	30—10
13— 22	Monte Carlo	20—15
13— 22	Bonneville	28—12
15— 18	Citation	18—16
16— 15	Dodge 600	13—20
17— 14	Eagle	21—14
17— 14	E-Class	13—20
19— 13	New Yorker E	18—16
20— 11	Omega	16—18
21— 6	Grand Am	— —
22— 5	Phoenix	8—22
22— 5	Calais	— —
22— 5	Somerset	— —
25— 3	Caravelle	— —
26— 1	LeBaron GTS	— —
26— 1	Lancer	— —
— —	Malibu	16—18
— —	Granada	1—24
— —	Concord	8—22
STANDARD		
1— 81	Olds 88	72— 1
2— 55	LeSabre	51— 2
3— 54	Grand Marquis	37— 4
4— 50	Chevrolet	47— 3
5— 36	Crown Victoria	26— 5
6— 20	Parisienne	9— 6
7— 11	Diplomat	8— 7
8— 6	Gran Fury	5— 8
— —	Cordoba	4— 9
— —	Mirada	2—10
LUXURY		
1—121	Cadillac	111— 1
2— 58	Lincoln	39— 3
3— 44	Eldorado	45— 2
4— 32	N.Y. Fifth Ave.	27— 5
5— 31	Olds 98	39— 3
6— 29	Electra	27— 5
7— 22	Seville	21— 7
8— 20	Continental	9—11
9— 18	Mark VII	19— 8
9— 18	Riviera	18— 9
11— 13	Toronado	13—10
12— 6	Corvette	6—12
— —	Imperial	2—13

SALES PER OUTLET BY MAKE: TOTAL U.S. MARKET

	1984	1983	1982	1981	1980	1979	1978	1977	1976	1975
Honda	610	494	455	470	496	488	396	339	252	214
Toyota	515	511	484	528	541	485	423	479	347	295
Mitsubishi	477	435	59	.....	.....	.....	.....	.....	.....	.....
Nissan	439	479	428	421	475	445	323	384	279	280
Oldsmobile	331	320	254	263	251	286	302	294	272	192
Buick	318	288	247	244	239	234	256	245	244	171
Chevrolet	304	261	238	259	303	364	394	381	350	302
Ford	276	230	197	197	204	269	326	335	308	276
Volvo	246	220	185	159	140	136	120	103	89	126
Pontiac	235	187	162	179	195	241	277	249	233	155
Mazda	223	228	213	218	213	213	114	95	69	154
Cadillac	200	189	157	144	133	193	215	207	190	166
Volkswagen†	197	177	164	241	264	274	213	252	187	232
Subaru	196	198	195	201	191	175	145	118	76	72
Mercury	195	156	125	127	117	172	195	172	143	119
Mercedes-Benz	190	177	161	154	132	130	115	119	107	112
Audi	172	115	108	118	97	98	95	85	79	124
BMW	170	145	132	112	103	98	92	93	89	68
Renault††	135	135	51	22	24	44	47	46	24	26
Dodge	131	120	105	126	108	133	158	162	166	117
Chrysler	110	94	66	35	50	76	89	96	86	70
Saab	102	81	60	47	44	46	48	42	29	35
Plymouth	99	99	98	129	97	110	133	143	174	127
Jaguar	98	81	49	20	11	14	17	15	13	11
Lincoln	97	67	64	43	45	80	115	112	76	62
Isuzu	80	98	77	98	.....	.....	.....	.....	.....	.....
Peugeot	64	47	43	51	42	42	32	35	32	42
Porsche	61	66	44	35	32	43	54	65	47	54
Alfa Romeo	31	27	17	16	19	18	35	39	29	33
Chevrolet Sprint	29	.....	.....	.....	.....	.....	.....	.....	.....	.....
Dodge/Mitsubishi	17	15	16	19	24	27	21	37	26	33
AMC	14	23	53	85	88	97	105	112	140	177
Plymouth Mitsubishi	12	13	15	19	27	22	15	28	.....	.....
I.A.I./Fiat	9	.....	30	59	61	90	89	93	85	140
Imperial		2	6	11	6	.....	.....	.....	.....	.....
DeLorean	.....	.....	8	.....	.....	.....	.....	.....	.....	.....

†Volkswagen listed as domestic make since 1981. Includes imports.
††Renault joined domestics in 1982. Average includes imported Renaults and U.S.-built Alliances/Encores.

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Looking at organizational structure of GM's small-car group

CPC: One profit center,3 marketing units

Continued from Page 3

who heads that group, was head of GM's old data processing group, Management Information Systems.

"We are using our information technology as a way of developing a competitive edge in the marketplace," Reuss said. "Because of that, we have the EDS operations under our strategic planning so they encompass not only our regular businss plan but a lot of other things."

Peapples is also working with a group to decide how to bring Saturn into the CPC stable.

The flow of the operation is monitored by the organization program manager, Carlisle R. Davis. His job is to make sure the organizational changes are occuring as planned. Those include systems, structural and cultural changes, Reuss said.

"We have a war room set up with timeframes and goals," he said.

Davis also is responsible for assessing CPC's competitive ability in three areas—distribution, product delivery time and how competitive CPC is in the body shops.

"His organization serves as a focal point so our manufacturing people all over the world are integrated under him," Reuss said.

Public affairs is also a group director position, held by Mark Hogan. Darwin (Dee) Allen is in charge of civic affairs and media relations, and Richard Wilmot is responsible for internal employe communications. Both report to Hogan.

In engineering, Schultz must integrate more than 8,300 engineers from separate divisions into a single engineering organization.

The new group has a four-phase product development strategy beginning with continuous technological developments. It then tackles specific vehicles and develops them for a specific market and follows up with design validation and the process that will build the product.

The first CPC-designed vehicle will be introduced around 1990.

The new financial group includes the three divisions and parts of the former Fisher Body and GMAD operations. They are being formed into a single group with a common management and accounting sytem. The financial operations are headed by John Vacketta.

The financial staff has been reorganized and is now operational. Plans are to house the operation at CPC headquarters at the GM Technical Center in Warren, Mich.

David Campbell is a GM vice president and head of the CPC operations group. It includes responsibility for engine, body and assembly operations, giving the group total responsibility for the car, its parts and assembly.

GM of Canada has a strong link to this group.

The operations unit is involved in the early phases of product development. The manufacturing specialists and the design engineers begin to work together early in the production of a new product.

Those new approaches will be applied initially at Saturn and later moved to other GM operations.

The CPC personnel group, headed by Richard Huber, will provide leadership, expertise and services to the entire group in areas like industrial relations, human resources management and organization planning, plus doing the normal personnel tasks. It will also be improving the quality of worklife for hourly and salaried personnel as CPC moves toward a "team culture."

It will be very involved with Saturn during the early part of that venture.

The UAW has already become very involved in changing the culture. Shop committees from the plants have come to Detroit to work with other CPC personnel to create new plants or modernize old ones, even before CPC has any modernization approval

"That is a new attitude," Reuss said. "They wouldn't have done that five years ago, and I guess we wouldn't have asked them. It's a two-way street."

The personnel staff's ability to create a team concept is of ultra-importance to the success of the CPC Group.

"At CPC, our three basic thrusts are customer satisfaction, people and communication," Reuss said. "We take those very seriously. So the people part of our business is very important."

The primary functions of the quality group, headed by John Urbanic, are to find out what the customers want and get those perceptions and expectations into a vehicle. The staff will also evaluate the employes' educational needs in quality and customer satisfaction.

The automotive groups, Chevrolet, Pontiac and GM of Canada, act as marketing and distribution arms. Chevrolet is headed by General Manager Robert Burger, Pontiac by General Manager J. Michael Losh, and GM of Canada by President/General Manager John F. Smith Jr. All three are GM vice presidents.

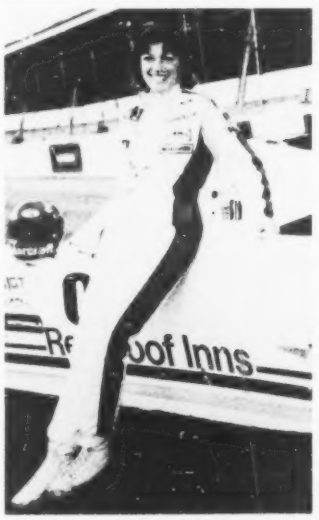
The reorganization of CPC is fluid and allows a lot of flexibility, Reuss said. For example CPC had several alternate plans, depending on the outcome of the Voluntary Restraint Agreement on Japanese cars.

And because it is so fluid, the job will never be over. There will always be something new to look at, Reuss said.

Canadian coins tossed; state loses revenue

CONCORD, N.H.—The State of New Hampshire is losing upwards of $1,200 a month in tolls from motorists tossing Canadian coins into correct-change bins because of decreased value of Canadian money compared with the dollar, said Peter Carlson, state turnpike director.

The stronger American dollar is blamed for the revenue loss. Carlson said that Boston banks are charging New Hampshire banks the difference in the exchange rate for weaker Canadian money.



Lyn St. James honored

AutoWeek magazine, sister publication to Automotive News, has named Lyn St. James, a Ford Motor Co. team driver, as Rookie of the Year in the 1984 International Motor Sports Assn. Camel GT road racing series. St. James made her professional racing debut in 1979 and joined Ford Motorsport in 1981.

Import supply falls to 31 days 250,216 on hand

Continued from Page 2

There was a 51-day supply of cars from other European countries, up from 47 days the previous month. The sales rate for those cars fell some 7 percent, while inventories remained stable.

By make, the supplies were: Jaguar, an estimated 35 days; Volvo, 40; Saab, 44; Peugeot, 48; Maserati, 52; Alfa Romeo, 79, and Renault, 233.

Japanese-built light trucks and their days' supplies: Mazda, 10; Nissan, 27; Toyota, 29; Chrysler, 33; Mitsubishi, 36, and Isuzu, 64.

Makers schedule 170,197 autos

Car output falls to 4-week low

By Louise Kertesz
Detroit Reporter

U.S. auto makers expected their lowest production in four weeks last week: 170,197 units, 1.67 percent below the previous week's 173,094 and 1.16 percent less than the year-ago week's 172,195.

Companies shared last week's scheduled production as follows: General Motors, 61.26 percent; Chrysler Corp., 16.92 percent; Ford Motor Co., 16.13 percent; American Motors, 2.20 percent; American Honda, 2.27 percent; New United Motor Mfg., Inc., 0.04 percent, and Volkswagen of America, 1.18 percent.

On April 1, GM will add a second shift at its Tarrytown (N.Y.) plant that produces the Buick Century and Pontiac 6000.

Ford's Edison (N.J.) plant is down this week (March 25) for conversion to the 1985½-model Escort and Lynx.

GM scheduled two overtime shifts Saturday (March 23) at its plants in Lansing (Oldsmobile Nos. 1 and 2); Janesville, Wis.; Linden, N.J.; Lordstown, O., and Orion Township, Mich.

One overtime shift was scheduled Saturday at GM's plant in Wentzville, Mo.

Honda's Marysville (O.) plant scheduled 10 hours of overtime Saturday and six hours of daily overtime last week.

Chrysler scheduled two overtime shifts Saturday at its plant in St. Louis (No. 2).

Two nine-hour daily shifts are scheduled this week at Chrysler plants in Belvidere, Ill.; Newark, Del., and St. Louis (No. 2).

Chrysler also has scheduled two 8½-hour daily shifts this week at its Jefferson (Detroit) plant.

Ford has scheduled daily overtime this week at its plants in Atlanta; Chicago; Dearborn; Kansas City; Lorain, O., and Wixom, Mich.

Court challenge expected on eased truck standards

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—NHTSA's lowering of light-truck fuel-economy standards for the 1985 and 1986 model years is expected to be challenged in court by the Center for Auto Safety and the Environmental Policy Institute.

NHTSA's action last October, at the behest of Ford Motor Co., reduced the 1985 composite light-truck fuel-economy standard from 21 MPG to 19.5 MPG and set a composite standard of 20.0 MPG for 1986 light trucks.

The original 1985 standard had also been set primarily at Ford's maximum fuel-economy capability since Ford accounted for a substantial market share and might have faced serious economic harm with a higher level.

The CAS and EPI petitioned the agency for reinstatement of the 1985 standard and for a higher 1986 standard. Both contended that NHTSA should place greater weight on the nation's need to conserve energy.

EPI said the current oil glut is temporary, and CAS said the impact of relaxing the standard is greater than NHTSA found because no consideration was given to the shift from cars to light trucks by consumers.

NHTSA denies this and has denied the CAS and EPI petitions.

NHTSA's position is that lower gasoline prices and the shift of consumer demand from fuel-efficient products to larger trucks and engines caused the loss of average fuel economy for Ford and other makers of light trucks.

But while acknowledging the uncertainty of the energy outlook, NHTSA also noted that if Ford had to meet a higher fuel-economy standard, its production and employment would be adversely affected and consumers wanting larger trucks and engines would merely shift to the products of other companies.

In addition, setting a standard high enough to force an industry-wide shift in model mix would have even more "negative economic consequences" and be "clearly beyond the realm of 'economic practicability' as contemplated in the Act."

NHTSA also said that manufacturers are continuing to improve fuel economy technologically and are introducing new, more-compact light trucks.

Finally, NHTSA specifically rejected the contention that the change is invalid because NHTSA issued the rule on Oct. 16 and the model year had started as early as Oct. 2. The petition maintained that NHTSA could not change a rule after the start of the model year.

Truck makers continue with heavy schedules

Last week, domestic truck makers continued to schedule weekly production higher than any week this year.

The targeted 70,208 units were 3.42 percent more than the previous week's 67,889 (which fell 2,596 units short of projection) and 8.25 percent better than the year-ago week's 64,855.

So far this year, 779,402 trucks have been built, 7.15 percent more than the 727,424 completed last year at this point.

About 2,450 hourly workers were recalled from layoff last week to resume medium-duty truck and transit bus production at General Motors' plants in Pontiac. About 200 more employes are scheduled to return by April 22.

GM scheduled two overtime shifts Saturday (March 23) at its plants in Flint (No. 2) and Baltimore.

One overtime shift was scheduled Saturday at GM's plant in Detroit.

Ford Motor Co. has scheduled daily overtime this week (March 25) at the following plants: Kansas City; Lorain, O.; Louisville; Wayne, Mich. (Michigan Truck); Norfolk, and Twin Cities.

Chrysler has scheduled two nine-hour daily shifts this week at its plant in Warren, Mich.

Canadian output of cars is down 9 pct. for year

Canadian makers scheduled production of 21,377 cars last week, 4.71 percent more than the previous week's 20,415 but 10.10 percent less than the 24,019 completed in the year-ago week.

Year-to-date, 231,393 cars have been assembled, 9.84 percent less than the 256,651 completed last year at this point.

Ford Motor Co.'s Oakville (Ont.) plant is down this week (March 25) for one week for conversion to the 1985½-model Escort and Lynx.

Truck makers planned to build 18,348 units last week, down a bit (1.77 percent) from the previous week's 18,678 but 2.19 percent more than the 17,955 completed in the year-ago week.

So far this year, 208,637 trucks have been assembled, 9.23 percent more than the 191,006 completed last year at this time.

Chrysler Corp.'s Windsor (Ont.) plant scheduled production of 2,754 Plymouth Voyagers, 2,748 Dodge Caravans and 606 Mini Ram Vans last week, bringing the total T-115s completed so far this year to 67,255.

U.S. CAR PRODUCTION

	Week Ended March 23, 1985	Week Ended March 24, 1984	Week Ended March 16, 1985	March to Date	Jan. 1 to March 24, 1984	Jan. 1 to March 23, 1985
AMERICAN MOTORS	3,750	4,821	0	8,066	45,982	22,272
Renault Total	3,750	4,821	0	8,066	45,982	22,272
Alliance	1,950	2,711	0	4,275	23,987	13,049
Encore	1,800	2,110	0	3,791	21,995	9,223
CHRYSLER CORP.	28,800	26,273	31,521	93,852	306,382	302,418
Plymouth Total	8,300	7,678	9,237	27,247	91,556	88,124
Horizon	3,000	3,025	2,985	9,399	37,739	30,140
Reliant	4,000	4,120	4,525	12,834	48,006	39,940
Caravelle	900	162	1,279	3,534	1,980	13,642
Gran Fury	400	371	448	1,479	3,831	4,402
Chrysler Total	9,400	8,913	10,867	31,349	101,039	102,452
LeBaron	2,400	2,649	2,957	8,365	31,224	27,706
Lebaron GTS	2,300	0	2,123	6,536	0	18,105
Laser	1,000	1,420	1,092	3,204	18,348	11,549
New Yorker/E-Class	1,400	2,294	1,825	5,077	25,227	17,082
Fifth Avenue	2,300	2,550	2,870	8,167	26,240	28,010
Dodge total	11,100	9,682	11,417	35,257	115,787	111,842
Omni	3,200	2,820	3,207	10,230	34,885	32,326
Aries	3,000	3,246	3,309	9,842	38,769	30,536
Daytona	900	1,170	849	2,798	15,344	10,673
Dodge 600	1,300	1,703	1,515	4,690	19,727	17,358
Lancer	1,900	0	1,708	5,291	0	13,860
Diplomat	800	743	829	2,404	7,062	7,089
FORD MOTOR	27,447	38,005	31,178	101,531	407,276	416,369
Ford Division	18,404	25,026	20,839	67,566	271,455	274,539
Escort	3,363	7,352	2,063	12,761	83,238	69,778
Mustang	3,799	2,851	4,343	12,307	30,196	41,374
LTD	3,457	4,918	4,600	13,602	57,177	54,681
Thunderbird	3,934	3,493	5,989	16,634	40,901	53,886
Crown Victoria	0	1,729	0	0	19,951	7,122
EXP	0	552	0	0	7,813	3,838
Tempo	3,851	4,131	3,844	12,242	32,179	43,860
L-M Division	9,043	12,979	10,339	33,966	135,821	141,830
Mercury Total	5,513	9,348	6,896	23,433	96,650	101,433
Lynx	664	1,45[illegible]	550	3,612	16,933	18,266
Capri	178	383	212	784	4,139	4,959
Marquis	1,390	1,981	2,706	6,908	23,089	25,217
Cougar	1,982	2,835	2,135	7,926	21,710	33,161
Grand Marquis	0	1,898	0	0	21,585	4,733
Topaz	1,299	797	1,293	4,203	9,194	15,097
Lincoln Total	3,530	3,631	3,443	10,533	39,171	40,397
Continental	639	648	631	1,914	7,188	7,326
Lincoln	2,501	2,269	2,43[illegible]	7,462	21,321	28,614
Mark VI/VII	390	714	37[illegible]	1,157	10,662	4,457
GENERAL MOTORS	104,275	98,212	104,630	330,548	1,175,739	1,192,501
Buick Total	19,011	20,854	18,492	59,687	252,638	224,879
Skylark	2,249	1,860	2,307	7,063	23,758	27,713
Skyhawk	1,885	3,358	2,234	6,665	40,645	24,737
Somerset Regal	2,900	0	2,691	9,049	0	29,877
Century	3,644	5,007	4,194	12,724	54,860	50,680
Regal	2,477	4,073	1,884	6,047	54,316	24,308
Lesabre/Electra(rwd)	2,030	4,288	1,939	6,413	61,963	31,274
Riviera	1,447	1,332	1,198	4,347	14,249	15,297
Electra(fwd)	2,379	936	2,045	7,379	2,847	20,993
Cadillac Total	8,529	7,579	8,097	25,870	81,817	92,317
Cimarron	751	380	724	2,274	5,152	7,034
Seville	973	1,026	814	2,926	9,759	10,360
Eldorado	1,819	1,844	1,516	5,472	17,897	19,044
Cadillac (RWD)	1,069	3,543	1,062	3,256	45,862	13,027
DeVille (FWD)	3,917	786	3,981	11,938	3,147	42,852
Chevrolet Total	35,588	33,979	36,694	116,894	399,006	425,287
Chevette	3,038	4,492	3,681	10,934	52,796	38,838
Cavalier	10,895	8,712	9,488	31,983	98,477	115,448
Celebrity	5,613	6,462	6,792	20,588	72,341	69,717
Camaro	4,919	5,286	4,672	15,497	63,096	54,806
Citation	1,751	2,957	1,757	5,437	23,920	19,469
Malibu/El Camino	0	710	0	0	7,949	0
Monte Carlo	3,330	2,388	3,890	11,291	43,946	37,158
Chevrolet	5,042	2,149	5,408	17,952	27,943	79,930
Corvette	1,000	823	1,006	3,211	8,538	9,921
Oldsmobile Total	26,732	23,595	28,517	84,678	305,545	299,401
Omega	0	1,283	0	0	12,525	0
Firenza	1,725	1,485	2,071	5,895	17,603	18,100
Cutlass Supreme	5,009	8,630	4,580	14,117	92,631	46,607
Cutlass Ciera	7,794	6,087	9,289	26,664	63,835	93,713
88/96 (rwd)	3,898	4,546	4,014	12,397	105,578	57,287
Olds 98 (fwd)	2,999	444	3,348	9,974	2,594	34,082
Calais	4,234	0	4,307	12,390	0	38,234
Toronado	1,073	1,120	908	3,241	10,779	11,378
Pontiac Total	14,415	12,205	12,830	43,418	136,233	150,617
Acadian	0	561	228	601	3,978	2,719
2000 Sunbird	3,173	2,849	2,521	8,594	35,649	33,467
1000	664	1,200	761	2,394	9,709	8,064
Firebird	2,701	2,242	2,538	8,453	26,647	29,694
Phoenix	0	435	0	0	3,950	0
6000	774	0	781	2,456	0	6,299
Grd Prix/Bon vie	0	1,854	0	0	20,414	0
Parisienne	1,145	499	1,151	4,159	6,595	17,159
Fiero	2,400	2,565	2,345	7,395	29,291	25,665
Grand Am	3,558	0	2,505	9,367	0	27,550
HONDA	3,855	2,520	3,679	11,833	27,298	38,628
NUMMI (Nova)	70	0	60	190	0	335
VOLKWAGEN	2,000	2,364	2,026	6,579	27,951	23,113
TOTAL CARS - U.S.	170,197	172,195	173,094	552,599	1,992,128	1,995,636
TOTAL CARS CANADA	21,377	24,019	20,415	63,869	256,651	231,393
N. AMERICAN CARS	191,574	196,214	193,509	616,469	2,248,779	2,227,029
N. AMERICAN TRUCKS	88,556	82,810	86,567	279,481	918,430	988,039
NORTH AMERICAN CARS AND TRUCKS	280,130	279,024	280,076	895,950	3,167,209	3,215,068

*Revised estimate
**-All Acadians are built for sale in Canada
Monthly estimates may contain error of one or two units due to rounding.

CANADIAN CAR PRODUCTION

	Week Ended March 23, 1985	Week Ended March 24, 1984	Week Ended March 16, 1985	March to Date	Jan. 1 to March 24, 1984	Jan. 1 to March 23, 1985
AMERICAN MOTORS	610	610	0	732	6,437	2,753
FORD MOTOR	10,001	9,704	11,110	33,025	92,186	125,501
GENERAL MOTORS	10,541	13,480	9,080	29,392	155,425	100,574
VOLVO	225	225	225	720	2,603	2,565
TOTAL CARS CANADA	21,377	24,019	20,415	63,869	256,651	231,393

TRUCK PRODUCTION IN U.S.☆

	Week Ended March 23, 1985	Week Ended March 24, 1984	Week Ended March 16, 1985	March to Date	Jan. 1 to March 24, 1984	Jan. 1 to March 23, 1985
CHEVROLET	23,908	19,856	22,089	74,885	233,138	264,453
DODGE	4,500	4,623	4,501	13,466	49,159	46,232
FORD	25,086	25,138	25,133	79,730	277,983	273,853
GMC	7,414	6,946	6,673	22,774	74,261	79,409
INTERNATIONAL	1,280	1,705	1,643	5,158	16,712	17,655
JEEP	4,400	3,673	3,925	13,231	41,086	47,062
NISSAN	1,850	1,864	2,155	6,837	22,645	27,698
AM GENERAL	50	50	50	160	590	580
MISCELLANEOUS	1,720	1,000	1,720	5,504	11,800	22,460
TOTAL TRUCKS, U.S.	70,208	64,855	67,889	221,747	727,424	779,402

CANADIAN TRUCK PRODUCTION

	Week Ended March 23, 1985	Week Ended March 24, 1984	Week Ended March 16, 1985	March to Date	Jan. 1 to March 24, 1984	Jan. 1 to March 23, 1985
CHRYSLER	8,760	8,093	8,891	28,076	77,187	97,714
FORD	3,460	3,442	3,665	10,263	38,946	39,536
GENERAL MOTORS	5,888	6,274	5,855	18,648	73,214	68,768
INTERNATIONAL	240	146	267	747	1,659	2,619
TOTAL TRUCKS, CANADA	18,348	17,955	18,678	57,734	191,006	208,637
N. AMERICAN TRUCKS	88,556	82,810	86,567	279,481	918,430	988,039

☆—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

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Automotive News

April 1, 1985

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Hike in Japanese car quota angers makers and UAW; Senate OK's trade resolution

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The news from Tokyo, specifically from the Ministry for International Trade and Industry (MITI), that the voluntary quotas on auto exports to the U.S. would be extended for another year and at a level not to exceed 2.3 million came a bit ahead of the scheduled date April 1.

That was also the date for an announcement of whether Japan would open its market further to U.S. telecommunications equipment.

The official statement from Minister K. Murata, of MITI, explaining extension of the VRA, made it clear that Japan still intends to open its market further.

The 2.3 million total compares with a limit of 1.85 million during the past year.

As the Tokyo news became known, the Japanese faced a situation in which they would be damned if they extended the VRA and damned if they did not. There was an even more serious fear of the U.S. market being flooded with Japanese cars.

"The 2.3 million level," said Robert McElwaine, president of the American International Automobile Dealers Assn., "is designed to make everybody mad. It respresents a total misreading of American attitudes toward trade."

The White House immediately indicated it really meant an end to the quotas but wanted more access to the Japanese market. The Senate last week passed a tough resolution, sending yet another message to the Japanese.

• Congress was divided, and it was not clear whether it really wanted an end to the Voluntary Restraint Agreement or continuation at the same or even lower levels or even an opportunity to retaliate.

Some congressmen were complaining that the extra estimated $4 billion in trade deficit with Japan would have to be offset by access to the Japanese market, in U.S. cars, auto products or other commodities.

Separately, Julian Morrison, president of the Automotive Parts and Accessories Assn., who had just returned from Japan, said it was "difficult to discern progress" in the sale of OE parts to Japan. He was, however, somewhat more optimistic about the future for aftermarket sales where he sensed "a great deal of vitality."

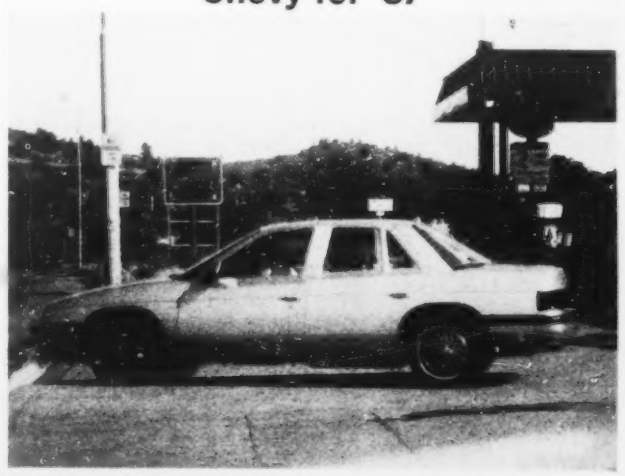
Because of the Japanese passion for other American goods, he thinks "we have a very good shot" at the aftermarket there, but he stressed, "We need two things in great abundance: Patience and Persistence." Morrison had met with officials from Nissan, Toyota, Honda and Mazda.

If the Japanese are confused about what the Americans want, it is not surprising since talks are currently going on about opening the Japanese market to electronics, wood products, medical products and telecommunications equipment as well as the private auto products talks conducted with APAA. With all the signals ing its decision to build cars in the U.S.

But a Mazda spokesman vehemently denied that the company is rethinking its Flat Rock com-

Continued on Page 54, Col. 1

Chevy for '87



Chevrolet Corsica, part of the GM25 family

A new Chevrolet, currently set for introduction in the spring of 1986 as a 1987 model, is the four-door Corsica. Codenamed "GM25" or "L-body," the Corsica will be powered by a fuel-injected V-6 gasoline engine. A two-door version codenamed L-special and called Baretta, is due to apear about six months after the Corsica.

Betti climbs in Ford shift

By Richard Johnson
Detroit Reporter

An organization and personnel reshuffling at Ford Motor Co. last week will bring about a closer link between manufacturing and engineering in the product planning process at the company.

John A. Betti, who was appointed executive vice president of Technical Affairs last fall, has been redesignated executive vice president of Technical Affairs and Operating Staffs.

Ford also announced that Frederick Z. Herr has been named a vice president of the company and will be vice president of engineering and manufacturing.

Some industry observers likened the organizational changes to General Motors' split last year into large and small-car units, a move aimed in part at improving interdepartmental coordination and speeding the product development cycle.

The Ford changes represent a

Continued on Page 55, Col. 1

Michigan officials acting to solve funding problem on Mazda plant

By Richard Johnson
Detroit Reporter

State officials in Michigan late last week appeared close to resolving a federal funding crisis which apparently threatened Mazda Motor Corp.'s plans to build an auto assembly plant in Flat Rock, Mich.

But rumors were nonetheless flying that the lapse of voluntary import restraints has prompted Mazda to reconsider its decision to build the $450 million plant. A Mazda spokesman denied that the VRA status affects the company's Flat Rock plans.

A shadow was cast over the project last week when a local development council's request for a $20.3 million Urban Development Action Grant (UDAG) loan at 8 percent interest from the U.S. Department of Housing and Urban Development was drastically reduced. Federal officials wound up approving a $2.5 million allocation, leaving a funding gap which Mazda described as critical.

According to a statement released by the company, "the full $20 million grant or its equivalent is critical to Mazda's project in Flat Rock."

HUD reportedly countered the local grant application with a proposal to make $6.5 million available interest free which, sources said would work out to approximately the same dollar value. Mazda is said to have accepted that arrangement.

But HUD approved only $2.5 million, to be used for various site preparation jobs. That leaves only a $4 million gap that Michigan officials have reportedly agreed to cover in some form.

A Michigan Commerce Department spokesman said department director Doug Ross and State Treasurer Robert Bowman met with Gov. James Blanchard late last Thursday (March 28) to discuss ways to keep the project alive.

"We're basically talking about a $4 million gap," said the spokesman. "Bob Bowman says that is something we can take care of, although we're still working on the mechanism."

Stalled talks last week between Mazda and local building trades involved in construction of the new facility caused additional concern about the site. A Mazda spokesman said the company met with representatives of the Detroit Building Trade Construction Council on March 27, but he said no additional meetings had been scheduled.

Negotiations reportedly broke down over work rules and wages. But a state Commerce Department spokesman said trade union talks and the UDAG funding issues are not unusual obstacles "for something this big."

A broadening concern late last week was that Mazda may be on the verge of pulling out altogether in response to the change in Japanese import restrictions in the U.S. Sources close to negotiations between Mazda and federal, state and local officials said rumors were afoot late last week that the Japanese auto maker was review-

Continued on Page 55, Col. 4

breaking news

4-door Sprint due

LOS ANGELES.—Chevrolet will offer a four-door version of the Suzuki-built Sprint this fall. The new hatchback will be sold in the same Western states as the two-door.

UAW near split

DETROIT.—The UAW in the U.S. and Canada have reached a tentative agreement on major issues pertaining to the 120,000-member Canadian region's split from the international union which began last December. UAW Vice President Bob White, Canadian director, detailed the agreement to the Canadian Council last Saturday (March 30) in Toronto. The major differences are splitting the $621.3 million strike fund and dividing other assets such as UAW property in Canada. The international union owns a ma-

See BREAKING NEWS, Page 8, Col. 1

Sentra joins truck output at Tennessee plant

First Nissan car built in U.S.

By Mary Beth Mayer
News Editor

SMYRNA, Tenn.—First Honda, then Toyota and now Nissan.

As Marvin Runyon, president and chief executive officer of Nissan Motor Mfg. Corp. U.S.A., drove a mist-blue Sentra off the line at the plant here last Tuesday (March 26), Nissan joined the ranks of Japanese auto makers assembling cars in the U.S.

Honda began the trend at Marysville, O., in November, 1982. Two years later, assembly of Chevrolet Novas, products of the General Motors-Toyota joint venture, was underway in Fremont, Calif.

Tennessee Gov. Lamar Alexander was at the end of the line to meet the milestone car, dubbed "Sentra One," and to lead a parade of employes and two high school bands through the sprawling plant.

Nissan has been building light pickup trucks at Smyrna since June, 1983.

"The facility was originally built for expansion," Runyon said, "so we've had to invest only $85 million for tooling and equipment for the Sentra." Nissan Motor Mfg. Corp. now represents an investment of over $745 million.

Sentra production has begun with the two-door sedan; four-door models will be added later. Smyrna Sentras will be in U.S. dealerships east of the Rockies in mid-April.

The Sentra is Nissan's top seller

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Ford Alpha, Chrysler Liberty hope to edge out GM Saturn

Big 3 race to market with no-year small car

By Dan McCosh
Detroit Reporter

Who really is ahead in the latest race between domestic manufacturers to build a low-cost small car: GM's Saturn, Ford's Alpha or Chrysler's Liberty?

News Analysis

In a rare spectacle of national publicity over a car program unlikely to be seen in dealerships for three to five years, GM's Saturn project—a car to be built in "no-year," sometime before Chairman Roger B. Smith retires—has dramatically raised public interest in what the U.S. auto industry will be doing in the next decade.

Unable to let that kind of challenge lie, Chrysler Chairman Lee A. Iacocca recently "leaked" the news that Chrysler now expects to beat GM's Saturn car to market with its own Liberty project. Meanwhile, Ford wrote its own advanced-concept "no-year" Alpha program into the fine print of the latest UAW agreement, but otherwise has been strangely quiet.

All the publicity for "no-year" cars not likely to be seen in dealerships before the last page is turned in today's California car payment book has led to cynicism in some quarters that what is happening is just another replay of the "push the imports to the shores" hoopla that preceded the mid-1970s downsizing programs.

But today the Big Three are serious about dramatically altering traditional assembly techniques, and all have active, well-funded advanced car programs tailored to benefit from the potential cost savings. GM already has formed a separate corporation to build Saturn. Chrysler and Ford are in the throes of corporate reorganization, much of it aimed at laying the groundwork for the generation of cars a decade hence, although neither has gone as far as GM and formed a separate corporation to handle its project.

A review of the efforts at each company reveals significant differences in the various programs, from the marketing intent of the proposed cars themselves, to the overall impact on the corporations and even the technology being pursued.

While all are pursuing the same general goal—a relatively profitable, low-cost car competitive with Japanese makes—the differences reflect the varying amounts of financial resources available to meet the problem, as well as the importance of a competitive small car in each manufacturer's overall marketing strategy.

GM's Saturn Corp., the current public relations front-runner,

Continued on Page 57, Col. 1

Sales rise 18 pct. for mid-March

By Jenny L. King
Detroit Reporter

If new-car sales are a true indicator, spring is here. And with it, the spring selling season.

Domestic passenger-car sales for March 11-20 leaped 18.29 percent over the 1984 total with Chrysler Corp. and Ford Motor Co. making continued progress in capturing larger shares of the market.

The 10-day total of 273,822 was well ahead of the 1984 sum of 231,481, but it wasn't a threat to the record for the period of 326,093 set in 1981. Second-best was 301,916 in 1978. The 1981 total was the result of extensive retail-customer rebate programs which only temporarily revived the ailing market.

This year's 273,822 total figured to a daily selling rate of 30,425 based on nine days compared with 28,935 from eight days the preceding year.

Calendar-year sales through March 20 were up 3.55 percent, to 1,740,801 from 1,681,166.

For the mid-March period, Chrysler reported 44,030 retail deliveries, up 56.35 percent from 28,162 in 1984. This was a 38.98-percent gain figured on a daily-rate basis. Ford was up 37.69 percent, to 75,332 from 54,710 (an increase of 22.39 percent daily rate).

General Motors sales of 144,851 were up 3.83 percent from 139,503 (off 7.70 percent daily rate). Volkswagen was up 34.70 percent, to 2,624 from 1,948 (up 19.67 percent daily rate).

Honda reported sales of 3,985 domestic Accords, up 65.49 percent from 2,408 (up 47.18 percent daily rate), while American Motors continued to run below year-ago sales levels, reporting

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60th year—No. 5068

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Going once, twice . . .

More than 300 classic, vintage, antique and special interest vehicles will be up for auction at Harrah's Automobile Collection in Reno Sept. 27-28. Among autos going to the top bidders will be the 1929 Duesenberg Model J Convertible Roadster, lower right, and the 1910 Thomas Touring, left.

$17.65 million at stake in grand jury probe

DeLorean plea-bargaining on taxes

By Edward Lapham
Marketing Editor

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DETROIT.—Attorneys for former auto maker John Z. DeLorean already have had preliminary plea-bargaining discussions with the U.S. Attorney's office here, according to Automotive News sources.

Those discussions have included the possiblity that the former General Motors vice president might plead guilty to certain federal tax charges in exchange for a light sentence and non-prosecution on other charges, according to the sources.

"One hangup would seem to be John's insistence that he serve no jail time," one source said. "I'm not sure the feds are willing to agree to that."

DeLorean's attorney, Howard Weitzman, was unavailable for comment before presstime. Weitzman, who represented DeLorean in the federal drug-trafficking trial in Los Angeles which ended in acquittal on all charges, has said he expects DeLorean to be indicted here.

Acting U.S. Attorney Joel Shere declined to comment.

DeLorean, accompanied by Weitzman, returned home last week to appear before a federal grand jury which has been at the forefront of a federal probe into alleged DeLorean Motor Co. financial irregularities. The probe began more than 2½ years ago and has focused on $17.65 million which disappeared from the sports-car project as well as a laundry list of other alleged frauds.

Grand jury proceedings are secret, but DeLorean's appearance led to informed speculation that the feds here are finally close to concluding the probe.

The U.S. Attorney's office here, in keeping with federal rules of criminal procedure, has steadfastly refused to even confirm the existence of the grand jury. However, witnesses who have testified before the grand jury and motions to quash grand jury subpenas have verified the probe's existence.

DeLorean's visit last week concerned his unwillingness to surrender certain corporate documents which were subpenaed by the grand jury, according to sources familiar with the probe.

In addition to spending time in the grand jury room, DeLorean and his attorney also appeared behind closed doors before U.S. District Judge Thomas P. Thornton, who is overseeing the grand jury, indicating the possiblity of some legal maneuvering.

"There is the possiblity that there could be a contempt citation filed if DeLorean does not surrender all of the subpenaed documents," one source said. "That could well mean that any possible deal would be eliminated."

There are several reasons why DeLorean might consider plea bargaining despite Weitzman's insistence he is being framed. First, it could limit his legal exposure to other charges.

Second, it would save money. Third, it would avoid a courtroom crap shoot in front of a jury.

Finally, there is the matter of the U.S. Attorney's record here. Former U.S. Attorney Leonard Gilman, who died Feb. 12, told this reporter in a late 1982 interview that 85 percent of all people charged by his office plead guilty. Of those who don't plead, about 80 percent are convicted, Gilman said at the time.

DeLorean, who also reportedly spent time in Grand Rapids to visit his publisher and work on his forthcoming autobiography, faces a myriad of other litigation in addition to anything which might arise from the federal probe here.

He has been named as a defendant in several civil suits brought by DeLorean Motor Co. creditors and others.

DeLorean also was sued for divorce by third wife Cristina Ferrare. Ferrare, a model and West Coast talk show host, was at one time a DMC director and also has been named in civil litigation involving the defunct company.

AAA Michigan to offer auto leasing

DEARBORN.—Beginning April 1, AAA Michigan will offer cars through the Auto Club Leasing Co.

AAA members may lease any car thorugh this service but discounted rates are available on any of the 25 top-selling domestic vehicles, according to AAA.

Rosenfeld, Sirowitz & Lawson chosen

Yugo selects agency for its national ads

By John A.Russell
New York Staff Writer

NEW YORK—Yugo America appointed Rosenfeld, Sirowitz & Lawson as its national advertising agency last week.

The company has been searching for an agency and, according to William Prior, president of Yugo America, this agency had "the right balance" of talent and chemistry for the account.

Prior would not disclose the advertising budget but said it would be "sufficient millions" to get the job done.

Rosenfeld, Sirowitz & Lawson currently bills $140 million and has such account as Champion Spark Plug, Charles of the Ritz, Chase Manhatten Bank and several association accounts for MacDonald's.

Both Ron Rosenfeld and Len Sirowitz are alumni of Doyle, Dane, Bernbach , where both worked on the Volkswagen account during that company's launch of the Beetle.

As for Yugo America, Prior said the initial rollout of cars will be in the Northeast, from Boston to Baltimore, with the remainder of the country following.

The company intends to import 70,000 cars the first year and increase that to 150,000 in the second year. The first cars are expected to arrive in the U.S. in the summer.

This is a change from the original target date of spring, but Prior said lead times for some suppliers as well as as insistence on high quality-control standards extended the time.

Final production dates are now being worked out with Zastava, the manufacturer in Yugoslavia, but Prior said, "We are in absolutely good shape."

As for advertising, John Salven, senior vice president of marketing for Yugo, said the company is looking for a "breakthrough campaign" but it is too early in the process to reveal any creative details which are still under discussion.

McLernon busy since leaving top VWoA post

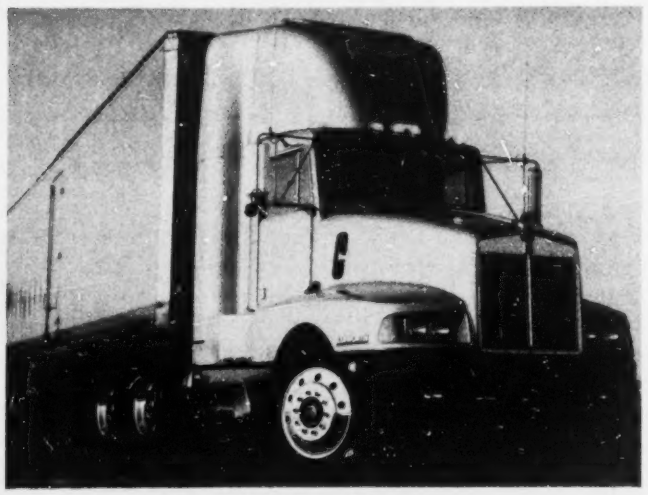
DETROIT.—James W. McLernon isn't one to stay idle. The fact is, he's kept quite busy since his departure in September, 1982, from Volkswagen of America, Inc., where he served as the company's first president and chief executive officer.

Since then, McLernon, 57, has kept active as a board member of the Pontiac State Bank, a lecturer at the Flint campus of the University of Michigan and as consultant to various Detroit area firms.

McLernon, who spent 27 years with General Motors prior to joining Volkswagen in 1976, currently is concentrating his efforts as consultant at Creative Industries of Detroit, Inc., which he describes as a "mini conglomerate" comprised of 11 companies whose activities range from art and graphic services to development engineering.

Headquartered in Detroit, Creative includes Chevrolet Corvette engineering and prototype making among its automotive jobs.

truck industry news



New Kenworth conventional bows

Kenworth Truck Co. has introduced a new aerodynamically improved conventional—the T600A—which it says can increase fuel efficiency by 22 percent over standard conventionals.

New Kenworth model geared to fuel saving

LOUISVILLE.—An increase of 22 percent in fuel economy over a standard conventional can be anticipated by operators of the new Kenworth T600A, company officials said at demonstrations of the aerodynamically tuned Class 8 vehicle at the Mid-American Trucking Show here.

Aerodynamic improvements received top priority in the new truck's design, optimizing fuel efficiency without requiring the customer to specify optional add-on aero packages, according to Roger Sackett, Kenworth Truck Co. product planning director.

"Since about 75 percent of a tractor-trailer combination's total aerodynamic drag is caused by the truck's front profile, extensive attention was focused there," he explained.

"The hood was sloped, corners rounded, fenders swept back and headlights tucked into the contours of the hood-and-fender assembly. The new bumper, of lightweight polyurethane, also was designed to reduce drag further."

Other standard aerodynamic aids include a new roof fairing with adjustable trim tab to accommodate different trailer heights, streamlined side-body panels and an integral cab-extender system that helps close the gap between tractor and trailer, a major cause of turbulence.

Kenworth estimates that a typical driver of the T600A should be able to save more than $25,000 in projected fuel costs over a seven-year period. The new conventional will be available in April, Sackett said.

During the winter, two non-professional drivers drove two T600As in "real-world" conditions from Phoenix to Miami, a distance of 2,346.1 miles, to demonstrate the vehicle's performance

Continued on Page 38, Col. 3

Eaton, Clark slate venture on transmissions

CLEVELAND.—Eaton Corp. is planning to form a joint venture with Clark Equipment Co. to produce and market medium-duty truck transmissions.

Under provisions of a letter of intent signed with Clark, Eaton will acquire 50 percent of the portion of Clark's Brazilian operation that produces medium-duty truck transmissions and 50 percent of Clark's U.S. truck transmission distribution operation.

The letter of intent further calls for Eaton to assume majority control of those operations by 1987, and total control by 1991.

The transaction is subject to negotiation of a definitive agreement between Eaton and Clark and approval by both companies' boards of directors and any necessary governmental reviews and approvals.

Dana Corp. filed a lawsuit in U.S. District Court against Eaton and Clark, alleging, among other things, that the proposed joint venture would violate antitrust laws.

Clark called Dana's allegations in the suit groundless.

The joint venture provides that Eaton and Clark will manufacture medium-duty truck transmissions in Brazil for sale in Brazil, the U.S., Canada and Mexico.

Robert W. Gillison, president—Truck Components Group, Eaton Corp., said the addition of the medium-duty transmissions will complement Eaton's existing truck component leadership positions in medium and heavy-duty axles and heavy-duty transmissions.

'94 diesel regulations a shock

Industry girds for EPA rules

By Arthur Flax
Assistant Truck Editor

Heavy-duty diesel engine makers are apparently prepared to develop the technology to meet new EPA emission standards for 1988 and 1991, but they say the severity of the 1994 regulations is a complete surprise and may be extremely difficult to meet.

Some suggest the requirements are based on an unrealistic projection of growth in diesel truck use and could have been made less stringent without harm to public health.

The new rules specify a reduction in oxides of nitrogen emissions and the introduction of particulate (soot) limits in 1988, with further cuts in particulate emissions in 1991 and 1994 for diesel trucks over 8,500 pounds GVW.

The regulations differ from the standards EPA had proposed earlier in that they specify a less-stringent NOx limit, and a more-stringent particulate limit.

According to Linas Gobis, an MVMA staff engineer, it is easier to reduce particulate emissions when NOx limits are higher.

However, Kelly Brown, manager of emission control planning for Ford Motor Co.'s Safety and Engineering Staff said the 1994 particulate limits are so low, no tradeoff on NOx limits will make them easy to meet.

He said the 1988 emission levels are reasonable, the 1991 particulate levels were expected but will require new technology, and the 1994 particulate levels "boggle the mind."

"The test," he said, "will be to see what happens in 1991 to get a better idea of what will happen in 1994."

Jim Lawrence, manager of compliance and recall for Volvo-White Truck Corp., said of the 1994 particulate standards, "I'm not sure it's really a necessity in trucks. With the EPA emissions model, there was some question as to the need for levels that low."

He added, "When you look at the EPA figures for total pollutants, if the market is that good in 1991 and 1994, we'll all be wealthy people."

Engine makers, however, have little choice but to accept the new

Continued on Page 41, Col. 1

Kenworth offers free $550 warranty

KIRKLAND, Wash.—Kenworth Truck Co. offered the Cummins 400,000-mile extended engine protection plan on any Kenworth-equipped Cummins 400-HP engine model ordered by March 31 and built by the end of May.

The "COMPUCHEK Protection Plan," a computerized preventive and diagnostic aid designed to increase revenue miles, normally sells for $550.

Retarder hits the spot

George Poulos, right, of Western Engine Co., Addison, Ill., presents a plaque to Pepsi-Cola General Bottlers' John Shehan at Elk Grove, Ill., marking delivery of the first tractor-trailer equipped with a transmission output retarder. The truck, a GMC Top Kick single axle tractor, is equipped with a Caterpiller 3208 diesel engine and Allison MTB 643 automatic transmission-equipped output retarder. The retarder, now operating on many buses and medium and heavy-duty trucks, provides up to 80 percent of the vehicle's braking requirements.

Year off to fast start as registrations climb

Ford again led all truck makers in registrations and gained on International for the lead in heavy trucks as the industry began 1985 with increases in all three market segments.

According to R.L. Polk & Co. statistics, 334,126 trucks were registered in January, a gain of 18.3 percent over the year-earlier 282,389.

Ford's 90,908 January registrations led number two Chevrolet by 7,892 units. Last January, 84,758 Ford trucks were registered, 3,528 more than Chevrolet's year-earlier tally.

Both Ford and Chevrolet, however, lost market share. Ford registrations represented 27.2 percent of the industry, down 2.8 percentage points from its year-earlier 30.0 percent share. Chevrolet registrations represented a 24.9 percent share, down 3.9 percentage points from its year-earlier 28.8 percent share.

Number three Dodge increased its January market share to 11.3 percent on 37,774 registrations, up 2.2 percentage points from its year earlier 9.1 percent on 25,671 tallies.

January registrations of light trucks tallied 313,204, 17.1 percent more than the 267,449 units counted a year-earlier.

Group 1 registrations in January totaled 211,866, up 41.8 percent from the year-earlier 149,444. Group 2 had 98,500, down 14.8 percent from 115,574, and Group 3 numbered 2,838, up 16.7 percent from 2,431.

Medium-truck registrations in January tallied 4,811, up 55.0 percent from 3,104 a year-earlier.

In Group 4, 66 units were registered in January, compared with the year-earlier 61. In Group 5, 452 units were counted, compared with 175 during the previous January, and in Group 6, 4,293 units were recorded, up 55.0 percent over the year-ago figure of 2,868.

Heavy-truck registrations totaled 16,111 in January, up 36.0 percent from the year-earlier 11,845. Group 7 registrations totaled

Continued on Page 36, Col. 5

U.S. TRUCK REGISTRATIONS

JANUARY, 1985 VS. 1984★

Make	Jan., 1985	Percent Share of '85 market	Jan., 1984	Percent Share of '84 market	Pct. pt. Change, '85-84
Ford	90,908	27.21	84,758	30.01	−2.80
Chevrolet	83,016	24.85	81,230	28.76	−3.91
Dodge	37,774	11.31	25,671	9.09	+2.22
GMC	24,330	7.28	21,506	7.62	−0.34
Jeep	13,663	4.09	10,665	3.78	+0.31
Plymouth	7,427	2.22	4,085	1.45	+0.77
International	5,171	1.55	3,602	1.28	+0.27
Mack	2,332	0.70	1,325	0.47	+0.23
Freightliner	1,398	0.42	1,066	0.38	+0.04
Peterbilt	937	0.28	781	0.28	.....
White	830	0.25	625	0.22	+0.03
Kenworth	810	0.24	1,025	0.36	−0.12
Mercedes	342	0.10	180	0.06	+0.04
Volvo	216	0.06	121	0.04	+0.02
Autocar	106	0.03	83	0.03	.....
Western Star	100	0.03	33	0.01	+0.02
Miscellaneous☆☆	64,766	19.38	45,642	16.16	+3.22
TOTALS	334,126	100.00	282,398	100.00	.....

★—Registrations of all truck groups in New York and Oklahoma compiled from manufacturers' sales records. No registrations for District of Columbia.
☆—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U.S. HEAVY-DUTY REGISTRATIONS

JANUARY, 1985 VS. 1984★

Make	Jan., 1985	Percent Share of '85 market	Jan., 1984	Percent Share of '84 market	Pct. pt. Change, '85-84
International	3,488	21.65	2,593	21.89	−0.24
Ford	3,386	21.02	2,354	19.87	+1.15
Mack	2,025	12.57	1,141	9.63	+2.94
GMC	1,989	12.34	1,377	11.63	+0.71
Freightliner	1,398	8.68	1,066	9.00	−0.32
Peterbilt	937	5.82	781	6.59	−0.77
White	830	5.15	625	5.28	−0.13
Kenworth	810	5.03	1,025	8.65	−3.62
Chevrolet	609	3.78	529	4.47	−0.69
Volvo	216	1.34	121	1.02	+0.32
Autocar	106	0.66	83	0.70	−0.04
Mercedes-Benz	105	0.65	58	0.49	+0.16
Western Star	100	0.62	33	0.28	+0.34
Miscellaneous	112	0.69	59	0.50	+0.19
TOTALS	16,111	100.00	11,845	100.00	.....

★—Group 7 and 8 trucks only.

Proton Saga output slated for July

Malaysia to build a 'national' car

By Richard Feast
European Editor

LONDON.—The first glimpse of Malaysia's forthcoming national car has been provided by the company which plans to sell it on the U.K. market next year.

Proton Saga emerges as a lower-medium four-door sedan. It is based on the mechanical components or the Mitsubishi Lancer —front-drive, 1.3 or 1.5-liter engine—but distinctively styled.

The car will go into production at a plant built for that purpose near Kuala Lumpur this July. This is less than three years after the project was announced in October, 1982.

It will mark the emergence of another low-cost-base Southeast Asian country as an auto producer in its own right, though Malaysia's stated ambitions are not as far-reaching as those of South Korea or Taiwan.

The main purpose of the government-backed Proton project is to satisfy the domestic market needs. To that end, Malaysia has begun increasing the tariffs on imports of CKD kits, and Prime Minister Mahathir Mohamad hinted earlier this year that quotas may be introduced as well.

The aim is to achieve 70 percent of a 150,000-unit market by the early 1990s. Given the Proton plant's capacity of 120,000 a year by 1995, this will not leave many for export.

Mainland Investments, based in Warrington, has been appointed concessionaire for the U.K., Ireland and other English-speaking markets in Europe (Malta and Gibraltar). Malaysia, like those countries, requires right—hand—drive.

Harry Knoop, deputy chairman of Mainland Investments, and fellow director Frank Spilsbury were the first overseas visitors to tour the 360-acre plant at Shah Alam, near Kuala Lumpur. They will return for July's ceremonial startup.

Proton is an abbreviation for Perusahaan Outomobil Nasional. The company, capitalized at $65 million, is 70 percent owned by Heavy Industries Corp., of Malaysia (Hicom). Its partners are Mitsubishi Motors Corp. (15 percent) and Mitsubishi Corp. (15 percent).

Investment totaling $245 million is going into Proton. It will include stamping, automated body assembly and what is described as a revolutionary paint process.

With engines and drivetrains imported from Mitsubishi, initial local content will be around 42 percent, but the plan is to increase this significantly as production grows.

Only 5,500 will be built this year, followed by about 19,000 in 1986. After that, Proton is scheduled to grow rapidly to reach about 85 percent of capacity by 1991.

Malaysia's vehicle market has been expanding steadily in the 1980s and is now in the region of 110,000. Growth rates of 8 percent are forecast into the 1990s.

Nissan products, assembled by the wholly Malaysian-owned Tan Chong and Sons, are market leaders with just under 30 percent. Toyota, assembled by Sejati Motor and owned 15 percent by the Japanese company, has about 22 percent. Other local assemblers include companies producing Mitsubishi, Honda, Mazda, Ford, Daihatsu, Peugeot and Fiat.

The Saga of Malaysia

First picture of Malaysia's national car project known as Proton Saga. The car is locally styled and based on mechanical components from the Mitsubishi Lancer. It goes into production in July in a new factory near Kuala Lumpur.

AutoWorld reopens in May

FLINT.—AutoWorld is slated to reopen May 24. The entertainment center closed Jan. 13.

SALES BY NAMEPLATE

1984 Position	Nameplate		1983 Position
1—	377,446	Cavalier	259,397 — 3
2—	353,578	Escort	326,333 — 2
3—	322,198	Celebrity	180,627 — 8
4—	302,087	Cut. Supreme	331,179 — 1
5—	258,902	Chevrolet	238,930 — 4
6—	258,297	Olds 88	228,770 — 6
7—	256,532	Tempo	136,148 —16
8—	242,209	Ciera	191,720 — 7
9—	217,042	Century	150,280 —15
10—	202,172	Camaro	178,266 —10
11—	196,907	LTD	165,396 —12
12—	195,177	Cadillac	176,003 —11
13—	182,185	Regal	234,035 — 5
14—	169,253	Crown Victoria	119,905 —19
15—	164,917	Chevette	178,759 — 9
16—	164,314	LeSabre	151,555 —14
17—	154,865	Thunderbird	134,710 —17
18—	143,594	Grand Marquis	96,659 —25
19—	138,296	Mustang	116,976 —22
20—	138,154	Reliant	157,247 —13
21—	133,601	Honda	50,402 —46
22—	126,916	Sunbird	88,313 —30
23—	125,828	6000	92,513 —26
24—	121,858	Skyhawk	72,998 —39
25—	120,964	Cougar XR7	87,027 —31
26—	115,930	Monte Carlo	105,797 —23
27—	111,984	Aries	119,400 —21
28—	104,589	Skylark	102,763 —24
29—	103,722	Marquis	65,184 —41
30—	101,414	Firebird	90,777 —28
31—	100,419	Olds 98	119,526 —20
32—	100,366	Alliance	126,008 —18
33—	98,830	LeBaron	80,309 —35
34—	94,340	Fifth Avenue	73,729 —38
35—	93,485	Fiero	22,591 —67
36—	92,174	Citation	92,379 —27
37—	90,869	Lincoln	59,626 —42
38—	84,414	Electra	80,106 —36
39—	78,298	Horizon	56,298 —43
40—	73,838	VW	85,045 —33
41—	73,454	Topaz	41,796 —51
42—	70,577	Eldorado	71,624 —40
43—	71,609	Grand Prix	89,355 —29
44—	69,235	Encore	20,182 —68
45—	67,933	Omni	50,451 —45
46—	67,725	Lynx	78,876 —37
47—	65,387	Bonneville	84,122 —34
48—	62,456	Firenza	44,753 —50
49—	62,084	Parisienne	26,929 —63
50—	53,398	Riviera	53,346 —44
51—	53,131	Laser	11,097 —73
52—	51,940	Charger	45,975 —49
53—	47,109	Turismo	36,497 —54
54—	44,717	Daytona	8,761 —77
55—	42,843	Dodge 600	33,882 —57
56—	41,605	Toronado	41,791 —52
57—	40,265	E Class	35,283 —55
58—	39,303	New Yorker E.	50,091 —47
59—	35,349	Seville	33,522 —58
60—	34,103	Omega	49,818 —48
61—	31,213	EXP	19,574 —69
62—	31,110	Continental	13,691 —72
63—	30,424	Corvette	28,144 —62
64—	29,496	Mark VII	28,257 —61
65—	28,623	Diplomat	22,603 —66
66—	28,004	1000	34,173 —56
67—	20,654	Eagle	31,207 —59
68—	18,953	Dge. 400/600	28,488 —60
69—	18,014	Cimarron	19,188 —70
70—	17,739	Capri	22,708 —65
71—	16,751	Grand Am	—
72—	16,609	Plymouth	15,101 —71
73—	14,881	Calais	—
74—	13,811	Somerset	—
75—	13,202	Phoenix	24,382 —64
76—	9,074	Caravelle	—
77—	2,494	LeBaron GTS	—
78—	1,980	Lancer	—
—	—	'82 Cougar	906 —83
79—	881	Malibu	85,421 —32
81—	282	Mirada	4,417 —80
81—	136	Cordoba	10,375 —76
—	—	Fairmont	37,521 —53
—	—	Granada	3,751 —81
—	—	Zephyr	11,583 —74
—	—	Spirit	4,441 —79
—	—	Concord	11,513 —75
—	—	LN7	4,694 —78

Nissan 200-SX subtly changed; starts at $8,999

CARSON, Calif.—Nissan's 1985 200-SX features improved handling and performance and subtle design changes—including elimination of the hood scoop on the turbo model.

The 200-SX is offered as a hatchback coupe with a 1.8-liter, turbocharged four-cylinder engine and as both a hatchback and notchback coupe with a 2.0-liter normally aspirated engine. Deluxe and XE trim levels are available on both styles, and a digital equipment package is available on the XE.

Suggested base prices range from $8,999 for the Deluxe notchback coupe to $12,349 for the Turbo hatchback model.

All 1985 Nissan 200-SX models are equipped with a fully independent rear suspension, four-wheel disk brakes and larger P195/60R15 low-profile, high-performance tires. The suspension features semi-trailing-arm links and front and rear stabilizer bars.

The normally aspirated versions are available in 5-speed manual or 4-speed automatic transmission with locking torque converter, while the turbocharged model is offerd with the 5-speed only.

Nissan 200-SX for '85

Nissan's 1985 200-SX is offered as a hatchback coupe with a 1.8-liter, turbocharged four-cylinder engine, above, and as both a hatchback and notchback coupe with a 2.0-liter normally aspirated engine. Hood scoop has been eliminated on the turbo model.

Motor vehicle board raises license fee

SACRAMENTO.—The California New Motor Vehicle Board raised from $150 to $200 the fee which new-vehicle dealers must pay for issuance or renewal of a state license for branches of their dealerships.

State law provides that dealers and other licensees under jurisdiction of the board must be charged fees sufficient to finance all of the board's activities.

movers and shakers

General Motors

William C. Brooks has been appointed general director of personnel administration on the General Motors Personnel Administration and Development Staff. He succeeds **James L. Lewandowski,** who has been named human resources vice president for GM's Saturn Corp.

William C. Brooks

Brooks, 51, was named gerneral director of personnel and labor relations for GM's Delco Moraine Division in 1982 and is currently enrolled in the advanced management program at Harvard Business School.

He has been with GM since 1973 and has served in a number of personnel assignments. Before joining GM, he was with the U.S. Departments of Labor and Defense and the Office of Management and Budget.

Saturn Corp.

James L. Lewandowski, 47, has been named human resources vice president for Saturn Corp., a General Motors subsidiary. He has been general director of personnel administration for the GM Personnel Administration and Development Staff since 1984.

Lewandowski joined Cadillac in 1955, moved to the GM Central Office in 1967 and went to Oldsmobile in 1974. He was Oldsmobile personnel director from 1978 to 1984.

Chrysler Corp.

Chrysler Corp. has named **John F. Knutson** director of international programs, a newly established position. He is responsible for initiating new international programs, assisting Chrysler organizations with continuing international programs and coordinating activities between the company and its components outside North America.

John F. Knutson

Knutson formerly was an executive with the Corporate Strategic Planning Department. He joined Chrysler in 1968 and also has served with Chrysler de Mexico as deputy managing director and finance director.

Chevrolet

Chevrolet has named **Robert D. Cenedella** manager of the Southeast region. He replaces **Thomas R. Mason,** who now is marketing manager for passenger cars at Chevrolet central office.

Cenedella formerly was Atlanta zone manager. He has been with Chevrolet since 1953 and also has served as customer service director for the Southeast region.

Jack R. Croft succeeds Cenedella in Atlanta, and **Malcolm E. Norris** replaces Croft as New Orleans zone manager. Norris formerly was director of national distribution and planning.

Croft joined Chevrolet in 1949 and was Indianapolis zone manager before going to New Orleans. Norris, with the division since 1955, was director of field operations in the distribution department before his most recent assignment.

Ford Motor Co.

David W. Scott has been appointed executive director—public affairs for Ford Motor Co. He succeeds **William Sheehan,** who will leave the company July 1 to pursue other activities, including an association with Executive Television Workshop, a New York-based communications company.

David W. Scott

Scott, 44, joined Ford in 1967 and has served in a number of public relations posts, including public affairs vice president for Ford of Canada and director of the International and Diversified Products PR office. Since 1981, he has been director of the North American public affairs office.

Sheehan joined Ford in 1978 as general public relations manager after serving as senior vice president—news for American Broadcasting Corp.

New governor picks used car

JEFFERSON CITY, Mo.—Here's a switch: Missouri's new Republican governor rode in a used car in his inaugural parade, while the state's Democratic lieutenant governor was whisked about in a luxurious Zimmer.

Gov. John Ashcroft and his wife Janet picked a 1968 Mustang convertible for the parade because they rode in it four years ago when Ashcroft took his oath as attorney general a second time.

On the other hand, Lt. Gov. Harriett Woods was chauffered in a $75,000 burgundy Zimmer convertible from Riley Chevrolet, of Jefferson City.